

### REMARKS

The present preliminary amendment is intended to amend the claims and to place the present application in better condition for examination. Favorable consideration and allowance of the application are respectfully requested.

Claim 30 has been amended in order to remove a limitation from the phrase "visible only when the compressed content is played back ~~from a recording~~ using trick mode playback". The amendment to claim 30 is supported, *inter alia*, by page 13 of the specification and by originally filed claims 14 and 15.

Claim 36 has been amended to replace the phrase "the content comprising" with the phrase "the compressed content comprising" in order to correct a lack of antecedent basis.

Claim 44 has been amended to replace the phrase "at least some of the plurality of key frames comprising an embedded message" with the phrase "substantially only one or more of the plurality of key frames comprising an embedded message", and remove a limitation from the phrase "visible only when the compressed content is played back ~~from a recording~~ using trick mode playback". The amendment to claim 44 is supported, *inter alia*, by page 13 of the specification and by originally filed claims 2, 14, and 15.

Claims 52 and 60 have been amended similarly to currently amended claim 44, and the amendments to claims 52 and 60 are supported similarly to the amendment to claim 44.

Claims 61 and 62 have been amended similarly to currently amended claim 30, and the amendments to claims 61 and 62 are supported similarly to the amendment to claim 30.

Claims 63, 64, and 65, have been amended similarly to currently amended claim 44, and the amendments to claims 63, 64, and 65, are supported similarly to the amendment to claim 44.

New claims 66, 67, and 68, correspond to previously presented claims 34, 44, and 52, respectively, reciting an alternative compression standard -

"MPEG-4". New claims 66, 67, and 68, are supported, *inter alia*, by page 10 of the specification.

In view of the foregoing remarks, it is respectfully submitted that the present application is now in condition for allowance. Favorable consideration and allowance of the present application are respectfully requested.

Respectfully submitted,



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